

Southeastern Wisconsin Chapter PRSA



Hi Everyone,

This week, PRSA hosted Andrew Rojahn, social media manager for WM for a discussion on creating approachable content focused on sustainability. Andrew shared his work around the WM Phoenix Open, the largest zero waste



Misinformation/Disinformation Resources

See PRSA's new mis/disinformation resources page, [Reality Check: Navigating Misinformation & Disinformation](#). With more than 8 in 10 Americans getting their news on digital devices, according to the Pew Research Center, knowing how to help your organization or clients navigate misinformation and disinformation is now more important than ever.

recyclable and how you can make a difference. One of his parting tips: What to do with your eclipse glasses! To recycle, remove the lenses. To donate: Drop off at any Warby Parker store or send to: Eclipse Glasses USA, LLC / PO Box 50571 / Provo, UT 84605. They will be sent to South America where a solar eclipse will be visible on Oct. 2.

Follow WM on social media to check out more great content.

Facebook: WM /

<https://www.facebook.com/WasteManagement>

Instagram: WM /

<https://www.instagram.com/wastemanagement>

LinkedIn: WM /

<https://www.linkedin.com/company/waste-management>

And finally, time to reserve your seat at the 2024 Paragon Awards! May 23rd is the big night up in Mequon! It's our night to sparkle, shine and celebrate as a chapter! Don't miss out on the fun!

<https://www.prsawis.org/event/2024-paragon-awards-banquet/>

Thanks everyone!

Angela Hersil, MBA, APR



PRSA
celebrates

APR Month

April Is APR Month

April is [APR Month](#). See this [link](#) to PRSA's specially curated resources designed to broaden understanding about the prestigious APR credential.

APR is a Differentiator

What do 23 PR practitioners in Southeastern Wisconsin have in common that other practitioners don't? They're among the roughly 5,000 PR professionals worldwide who have earned the designation "APR." The letters stand for Accredited in Public Relations, but they also signal professional acumen, significant skills, knowledge and a commitment to ethics.

If you are interested in earning accreditation or learning more about the process, contact chapter officers Ann Knabe, Ph.D., APR+M at Ann.Knabe@bvk.com or Michael

UPCOMING EVENTS:

May 23: Paragon Awards Banquet



Join your friends and colleagues at the 2024 Paragon Awards!

The 2024 Paragon Awards will be held on Thursday, May 23, at [The Annex at Foxtown in Mequon](#), starting at 4:30 p.m. with the award program to begin at 5:00 p.m. A buffet-style dinner will be served at 6:00 p.m. with a cash bar serving until 7:30 p.m.

Advanced registration is required. The cost to attend is \$45 for PRSA members, \$50 for non-members, \$25 for PRSSA members (students) and **\$500 for corporate table sponsors** (includes a corporate table of 8, company logo displayed in the award presentation, verbal recognition during the program and company logo on the PRSA website). Registration deadline is **Friday, May 10**.

For more information or to register [click here](#).

Let Us Help You Promote Your Internships

If your organization is looking for an intern, let us know and we will add it to our website. Please send the info to prsasewi@gmail.com. Internships can be added throughout the year. We simply ask you also let us know when a position has been filled so we can remove it from the site.



PRSA is looking for ideas for our programming. What would you like to see us do a seminar on? Please email your ideas to Angela

at Angela.Hersil@Zurn.com



We invite you to join PRSA Southeastern Wisconsin for this post-work YAPPY HOUR—no dogs required to have fun! You are welcome to bring your dog(s) or enjoy meeting and mingling with the four-legged friends of others.

For more information or to register [click here](#).

October 8: Unconscious Bias – Knowing What You Don’t Know with Judge Derek Mosley



Unconscious Bias is a learned stereotype that is automatic, unintentional, deeply ingrained, universal, and able to influence behavior.

Unconscious bias seeps into decisions that affect recruitment, retention, hiring, access to healthcare, banking, housing, education, the justice system, providing services, interpersonal interactions, and outcomes in ways that can



First Keynote Speaker Announced for ICON 2024

Gio Benitez, an award-winning journalist and the co-anchor of “Good Morning America” Saturday and Sunday, has been announced as the first keynote speaker for [ICON 2024](#). He has received three national Emmy® Awards and two regional Emmy Awards. Benitez is also transportation correspondent for ABC News, based in New York.

[Register for ICON 2024 today!](#)

STRATEGIES & TACTICS

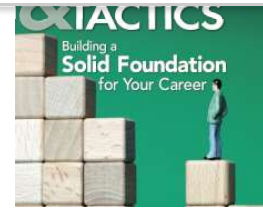
The April issue of [Strategies & Tactics](#), PRSA's award-winning publication, focuses on **professional growth**.

Highlights from this issue include:

- [How to Take Control of Your Professional](#)

bias, and the key is to recognize that we have it and employ techniques to mitigate it.

For more information or to register [click here](#).



- [Cultivating Collaboration in Hybrid and Remote Teams, by Lizabeth Wesely-Casella](#)
- [How the APR Helps You Get Where You Want to Go, by Troy Brown, APR](#)

View our online edition [here](#).

Find our flipbook [here](#).



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